



# census 2010

## houston counts

February 9, 2010

### A Call for Action!

**A successful Census depends on many volunteers!** Throughout the month of March, *Houston Counts* volunteers will visit more than 60 neighborhoods and distribute educational Census materials at more than 150,000 homes. This is a mobilization that will rival any this town has seen in a long time. There are several ways to support the Census as a volunteer, here are some ways you can help:

- **Become a street team volunteer**  
Street team volunteers will distribute door hangers, yard signs, and other materials to thousands of Houston homes. It's estimated these walks will utilize a few hundred volunteers each weekend in March. This is a big town and there is a lot of ground to cover.
- **Become an office volunteer**  
If block-walking is not your thing, you can work in our offices assembling volunteer packets, working a phone bank, or soliciting donations to support the street team volunteers.
- **Serve as a voice for the Census in your community**  
You can visit community meetings and talk about the importance of a complete count. A great example is the upcoming *Community Assistance Forum*, you could help translate the Census questionnaire for Houstonians who have trouble understanding it.

Volunteer now! Contact [HoustonCounts@cityofhouston.net](mailto:HoustonCounts@cityofhouston.net) or 832-394-2010 and let us know how you will help.

### Census commercials hit the airwaves.

Have you heard or seen one? They are popping up on the tube in programming ranging from the *Grammys* to the *Superbowl*, even *RuPaul's Drag Race*. They're on radio, print media and they've even gone social! Check out some of the clips on [YouTube](#), and also [here](#) and [here](#).

### Census Fact: It's only ten questions.

Gone is the form that takes an hour to complete. The 2010 Census asks ten questions. It asks how many people are living in each household, if the household is owned or rented, and a phone number (used in case the form is not readable). For each person listed it asks for their name, date of birth, gender, ethnicity, race, and whether persons listed on the form sometimes live elsewhere. The 2010 Census form is one of the shortest in history - 10 questions that take about 10 minutes to answer. It asks the minimum necessary to fulfill key legal mandates.

### Support Houston Counts Online

[Click here](#) to become a fan of Houston Counts on Facebook and [here](#) to follow us on Twitter. Get the scoop on the latest Census happenings, get live Twitter feeds from Census events, participate in Census quizzes and receive prizes! Ask your friends, family and business contacts to follow us online.

### Upcoming Events

#### Houston Counts at the Lunar New Year

February 27 & 28, 2010

Viet Hoa Center @ Beltway Plaza (8300 W. Sam Houston Parkway South @ Beechnut)

Houston Counts joins in the fun of Lunar New Year Houston. The festival is a free, outdoor event for family audiences and is the grand finale of Houston's New Year celebrations. Bring the family and watch the lions drive out the evil spirits of the old year and welcome good fortune for all in the New Year of the Tiger! More information is on [www.lunarnewyearhouston.com](http://www.lunarnewyearhouston.com).

#### Census Sabbath

The weekend of March 5 through 7, 2010

Faith-based groups all over the Houston will be promoting Census awareness throughout the weekend. Make sure yours is too. Census Sabbath information in English and Spanish is available on line [here](#).

#### Census Community Assistance Forum

March 27, 2010

Location to be determined, 9am – 2pm

This multi-cultural event is co-sponsored by the NALEO Educational Fund, The Leadership Conference, Unity Diaspora Coalition, Boat People SOS, Mi Familia Vota, and many others. The event will provide assistance to anyone needing help completing a questionnaire and mailing the form in a variety of languages. We need fifty volunteers who are bi-lingual in Spanish, Chinese dialects, Vietnamese, Korean and many other languages. Respond to [houstoncounts@cityofhouston.net](mailto:houstoncounts@cityofhouston.net) if you can help at this forum.